

# University of Pretoria Yearbook 2022

## Business strategy 303 (GAD 303)

<b>Qualification</b>	Undergraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	11.00
<b>NQF Level</b>	07
<b>Programmes</b>	<a href="#">AdvDip (General management)</a>
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	14 contact hours
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 1 or Semester 2

### Module content

Strategic management is the art and science of formulating, implementing and evaluating cross-functional decisions that will enable the student to achieve its objectives. It involves the strategic thinking, systematic analysis of factor affecting the organisation, identification and clarification of objectives, nurturing policies and strategies to achieve these objectives, and acquiring and making available resources to implement the policies and strategies to achieve objectives.

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